

The experiences of Mr. MAKE-IT-RIGHT will appear in the columns of THE WASHINGTON TIMES. Don't miss reading a one of them. They are interesting—and you can profit by them.

The Local Councils of the Knights of Columbus Have Adopted the CRADDOCK Shoe for Wear in the Columbus Day Parade. The CRADDOCK Shoe Competed with the World's most famous footwear to secure the honor.

Mr. MAKE-IT-RIGHT Says

"This Town's Full of Christopher Columbuses Who Are Every Day Discovering How to Save a Dollar or More on Their Shoes"

"It is fitting that we should celebrate this day of 'The Great Discoverer.' It is a tribute well deserved. And that Washington, the nation's capital, should be the setting for such a pageant, is likewise appropriate.

"I did a little Christopher Columbus stunt myself when I landed my present job at Berberich's and it certainly was some discovery when I got next to this store with its big, broad-minded policy of doing things along the lines that 'YOU ABOVE ALL MUST BE SATISFIED.' Every day now we are waiting on scores of modern Columbuses discovering for the first time in their lives how to save a dollar on their footwear by purchasing

The CRADDOCK Shoe

PRICE
\$3.50



Welcome
Knights of Columbus

"The hundreds of Knights of Columbus who are wearing this famous shoe in the parade today knew well what they were about when they selected this shoe. Marching feet need to be shod in comfortable, serviceable footwear, and then again a man wants to look his best while on parade, and style is another point where the CRADDOCK Shoe comes in strong.

The BERBERICH Guarantee

"The CRADDOCK-TERRY CO., of Lynchburg, Va., having convinced us that CRADDOCK Shoes will wear 30 days longer than any other \$3.50 man's footwear, we take it upon ourselves to guarantee the satisfactory service of every pair. Should any pair of CRADDOCKS that we sell not live up to this guarantee in the strictest sense of the word, we hereby agree to give the wearer a new pair absolutely FREE.

"BERBERICH'S."

"After reading the above guarantee you will no longer wonder why you see so many CRADDOCK Shoes on parade every day. Remember, you take no chances when you buy the CRADDOCK Shoe.

Berberich's

Washington's Largest and Most Progressive Shoe House

Main Store 1116-22 Seventh St.

Branch Store 813 Penna. Ave.

YOU
above all must be satisfied!